IN THE CLAIMS:

Please cancel claims 1-21 without prejudice or disclaimer, and substitute new claims 22-42 therefor as follows:

Claims 1-21 (Cancelled).

22. (New) A method of providing user modeling in media delivery networks, wherein a set of applications is adapted to exchange usage data by means of at least one user modeling server, comprising the step of associating with said user modeling server a function for regulating exchange of usage data between any of a first application and a second application in said set, wherein said function defines:

whether said usage data are provided by said first application to said second application, and

a degree of trust acknowledged by said second application to the provided usage data.

23. (New) The method of claim 22, wherein said usage data comprise:

user data related to the registered users and their profiles; and

feedback data concerning the users' behavior.

24. (New) The method of claim 23, further comprising the step of providing in said user modeling server:

a first database containing the user data;

a second database comprising feedback data; and

a third database containing rules for the exchange of usage data, said rules defining said function.

25.   (New) The method of claim 24, further comprising the step of generating a prediction about preferences of a user in a specific domain by taking the user data associated with said user from the first database and the feedback data associated with said user from the second database and weighing said user data and said feedback data according to the rules contained in the third database.

26.   (New) The method of claim 24, wherein said user modeling server further comprises a fourth database comprising data describing each application in said set.

27.   (New) The method of claim 22, wherein said function is in the form of a bi-directional relationship and wherein any of said first and second applications is configured for accepting, refusing or negotiating said relationship.

28.   (New) The method of claim 22, further comprising the steps of:

valuating said usage data; and

defining debit and credit values each said application in said set has in respect to usage data exchanged with other applications in said set.

29.   (New) The method of claim 22, wherein said applications are associated with respective providers and wherein the method comprises the step of causing at least one of said providers to produce a list of other providers to which usage data are to be provided on the basis of said function.

30.   (New) The method of claim 22, wherein said applications are associated with respective providers and wherein the method comprises the step of causing at least one of said providers to produce a list of providers from which information is to be acquired.

31.　(New)　The method of claim 23, wherein said usage data further comprise environment data related to the users' current location.

32.　(New)　A system for providing user modeling in media delivery networks, comprising at least one user modeling server whereby a set of applications is adapted to exchange usage data via said at least one user modeling server, wherein said user modeling server has an associated function for regulating exchange of usage data between any of a first application and a second application in said set, and wherein said function defines:

whether said usage data are provided by said first application to said second application, and

a degree of trust acknowledged by said second application to said provided usage data.

33.　(New)　The system of claim 32, wherein said usage data comprise:

user data related to the registered users and their profiles; and

feedback data concerning the users' behavior.

34.　(New)　The system of claim 33, wherein the user modeling server comprises:

a first database containing the user data;

a second database comprising feedback data; and

a third database containing rules for the exchange of usage data, said rules defining said function.

35.　(New)　The system of claim 34, further comprising a user modeling component configured to generate a prediction about preferences of a user in a specific

domain by taking the user data associated with said user from the first database and the feedback data associated with said user from the second database and weighing said user data and said feedback data according to the rules contained in the third database.

36.   (New) The system of claim 34, wherein said user modeling server further comprises a fourth database comprising data describing each application in said set.

37.   (New) The system of claim 35, wherein the user modeling component comprises:

a set of user modeling modules, each user modeling module being associated with an application of said set and comprising the user data and the feedback data, wherein each modeling module is apt to generate a prediction about preferences of said user; and

a merge component configured to merge the predictions about preferences from applications of said set and to weigh said predictions according to the rules contained in the third database.

38.   (New) The system of claim 32, wherein said function is in the form of a bi-directional relationship and wherein any of said first and second applications is configured for accepting, refusing or negotiating said relationship.

39.   (New) The system of claim 32, wherein said applications are associated with respective providers and wherein at least one of said providers stores a list of other providers to which usage data are to be provided on the basis of said function.

40.   (New) The system of claim 32, wherein said applications are associated with respective providers and wherein at least one of said providers stores a list of providers from which information is to be acquired.

41.   (New) A media delivery network comprising a system according to claim

32.

42.   (New) A computer program product loadable in the memory of at least

one computer and comprising software code portions capable of performing the steps of

the method of claim 22.